

FIG.,



MONTH	CUSTOMER ID	GENDER	AGE		PROFIT AMOUNT	CANCELLED CUSTOMERS
3	00001	М	27	32,000		0
	00002	F	22	35,000		1
	00003	М	31	27,000		0
		•		•	:	
	-	•		•	•	•
				ਲ		
	00001	М	27	• • •	34,000	
	00002	F	22		38,000	
	00003	М	31		28,000	
4						•
		-	-	-		•
	-	•	•	•	•	•
	00001	М	27		36,000	· · · · · · · · · · · · · · · · · · ·
5	00003	М	31		29,000	
		•	•	•	•	•
	:	•	•	•	•	•
		-	-	•	•	•

FIG.2



[USED DATA] MARCH

[RULE GENERATION ITEMS] CONDITION ITEMS :

GENDER, AGE, PROFIT AMOUNT, PRODUCT MODEL, RESIDENCE

CONCLUSION ITEMS: CANCELLATION STATUS

[LAYER] GENDER :

> MALE FEMALE

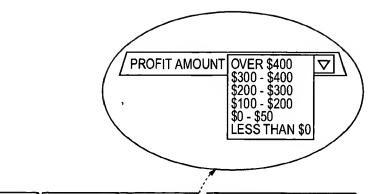
AGE:

UNDER 20 : AGE < 20 20~24 : 19 < AGE < 25 25~29 : 24 < AGE < 30 30~34 : 29 < AGE < 35 OVER 35 : 34 < AGE

FIG.3

NO.	RULE	RULE/CONDITION	PRECISION
1	IF AGE = 20~24 & GENDER = F THEN LICENSE = CANCEL	54/200	27%
2	IF PRODUCT MODEL = xyz & RETAIL STORE = A THEN LICENSE = CANCEL	42/210	20%
:	:	:	:





ANALYSIS ITEM CANCELLATION % \	PROFIT AMOU		TAIL STORE ALL 🗸
GENDER		DRILL DOWN	
AGE	MALE	FEMALE	UNKNOWN
UNDER 19	7	13	3
20~24	11	27	4
25~34	9	8	2
35~44	6	5	1
OVER 45	2	1	0

FIG.5

ANALYSIS ITEM CANCELLATION % PROFIT \$300 - \$400 RETAIL STORE ALL					
GENDER					
AGE	MALE	FEMALE	<u> </u>	UNKNOWN	
UNDER 19	7	15		4	
20~24	16	24		6	
25~34	9	9	SELECT COSTOMER LIST		
35~44	8	3	GENERATE SPECULATION MODE		
OVER 45	3	2	SPECULATE		

FIG.6



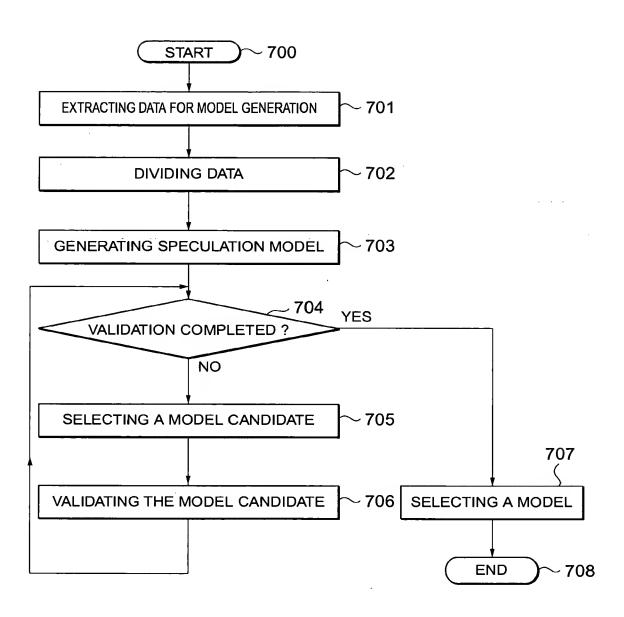


FIG.7



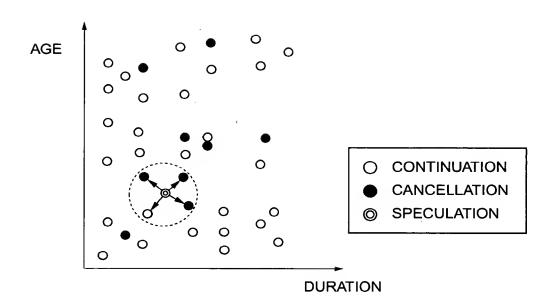


FIG.8



[DATA] MARCH

[RULE GENERATION ITEMS]

CONDITION ITEMS: OCCUPATION, PROFIT AMOUNT,

CANCELLATION, RESIDENCE

CONCLUSION ITEMS:

[SEGMENT CONDITIONS]

AGE = 20~24 & GENDER = FEMALE & PROFIT AMOUNT =\$300 - \$400

FIG.9

CUSTOMER ID	CANCELLED CUSTOMER	SELECTION CONDITIONS	AGE	PROFIT AMOUNT	
00036	1.0	AGE = 20~24 & GENDER =FEMALE & PROFIT AMOUNT =\$300 - \$400	21	\$320	*
00302	1.0	AGE = 20~24 & GENDER =FEMALE & PROFIT AMOUNT =\$300 - \$400	22	\$350	
00421	0.98	AGE = 20~24 & GENDER =FEMALE & PROFIT AMOUNT =\$300 - \$400	20	\$330	
•	·				



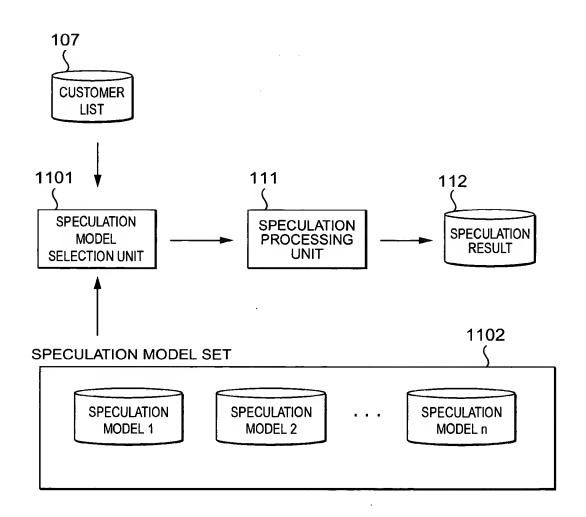


FIG.11



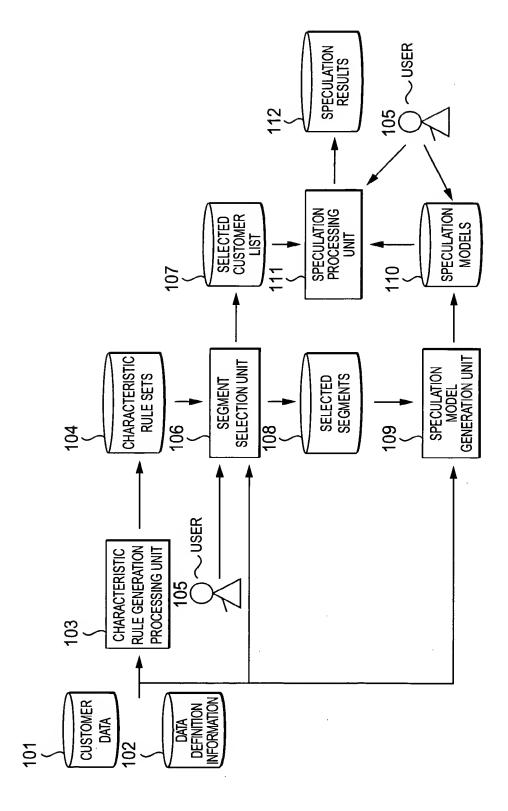


FIG.12